

**CLAIMS**

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1. A method of acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon a rendering application on a computing device requesting a digital rights management (DRM) system on the computing device for authorization for such rendering based on such license and upon the DRM system notifying the rendering application that such license is not available on the computing device, the method comprising:

hosting, by the rendering application, a browser;  
causing, by the rendering application, the browser to navigate  
15 to a license server;  
allowing a user to communicate with the license server by  
way of the hosted browser to acquire the license;  
receiving the license from the license server; and  
shutting down, by the hosting rendering application, the  
20 hosted browser upon receiving the license.

2. The method of claim 1 comprising causing the browser to navigate to a license server based on information received by the rendering application from the DRM system.

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3. The method of claim 1 comprising receiving information necessary to acquire the license including a site identifier identifying a license server and causing the browser to navigate to the license server based on the site identifier.

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4. The method of claim 1 comprising hosting, by the rendering application, a browser that is initiated by the rendering application, under the control of such rendering application, and viewed within the context of the rendering application.

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5. The method of claim 1 comprising hosting a browser having pre-defined specifications, and receiving information from the license server designed in accordance with such specifications.

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6. The method of claim 5 comprising hosting a browser having pre-defined view width and view height, and receiving information from the license server designed in accordance with such view width and view height.

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7. The method of claim 1 comprising receiving the license from the license server directly to the DRM system.

8. The method of claim 1 further comprising storing the received license in a license store of the DRM system.

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9. The method of claim 1 comprising shutting down the hosted browser upon a user actuation.

10. The method of claim 1 comprising shutting down the hosted browser upon receiving notification that the license has been received.

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11. The method of claim 10 comprising shutting down the hosted browser upon receiving notification from the DRM system that the license has been received.

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12. The method of claim 1 further comprising proceeding, by the rendering application, to render the content based on the received license.

13. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 1.

5 14. A method of acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon a rendering application on a computing device requesting a digital rights management (DRM) system on the computing device for authorization for such rendering based on such license, the method comprising:

10 attempting, by the DRM system, to silently acquire the license from a license server without the intervention of a user; and if the attempt to silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

15 15. The method of claim 14 wherein allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application comprises:

20 hosting, by the rendering application, a browser; causing, by the rendering application, the browser to navigate to a license server;

allowing a user to communicate with the license server by way of the hosted browser to acquire the license;

25 receiving the license from the license server; and shutting down, by the hosting rendering application, the hosted browser upon receiving the license.

16. The method of claim 14 comprising:  
determining, by the DRM system, during the attempted  
30 silently license acquisition, that the DRM system does not have available thereto all information required by the license server; and

allowing the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

17. The method of claim 14 comprising:

5 determining, by the DRM system, during the attempted silently license acquisition, that the license server does not permit silent license acquisition; and

allowing the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

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18. The method of claim 14 comprising:

determining that the user does not permit silent license acquisition; and

allowing the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

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19. The method of claim 14 comprising:

attempting, by the DRM system, to silently acquire the license from a license server by way of a first site identifier therefor; and

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if the attempt to silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a second identifier therefor different from the first identifier.

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20. A computer-readable medium having computer-executable

instructions thereon for performing the method of claim 14.

21. A method of acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon a rendering application on a computing device requesting a digital rights

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management (DRM) system on the computing device for authorization for such rendering based on such license, the method comprising:

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attempting, by the DRM system, to silently acquire the license from a license server without the intervention of a user;

receiving, by the rendering application from the DRM system, status information relating to the attempted license acquisition by the DRM system; and

displaying, by the rendering application, the received status information in a status display portion of the rendering application.

22. The method of claim 21 further comprising, if the attempt to 10 silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

23. The method of claim 21 comprising displaying the received 15 status information in the status display portion of the rendering application in at least one of a written and a pictorial form.

24. A computer-readable medium having computer-executable 20 instructions thereon for performing the method of claim 21.

25. A computing device having operating thereon a rendering 20 application for rendering digital content and a digital rights management (DRM) system for authorizing such rendering based on a corresponding digital license, the rendering application and the DRM system for effectuating acquisition of such license upon the rendering application requesting the DRM system for 25 authorization for such rendering based on such license and upon the DRM system notifying the rendering application that such license is not available on the computing device, the rendering application hosting a browser and causing the browser to navigate to a license server to allow a user to communicate with the license server by way of the hosted browser to acquire the license, the rendering 30 application shutting down the hosted browser upon receiving the license from the license server.

26. The computing device of claim 25 wherein the rendering application causes the browser to navigate to a license server based on information received by the rendering application from the DRM system.

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27. The computing device of claim 25 wherein the rendering application receives information necessary to acquire the license including a site identifier identifying a license server, and causes the browser to navigate to the license server based on the site identifier.

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28. The computing device of claim 25 wherein the rendering application hosts a browser that is initiated by the rendering application, under the control of such rendering application, and viewed within the context of the rendering application.

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29. The computing device of claim 25 wherein the rendering application hosts a browser having pre-defined specifications and receives information from the license server designed in accordance with such specifications.

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30. The computing device of claim 29 wherein the rendering application hosts a browser having pre-defined view width and view height, and receives information from the license server designed in accordance with such view width and view height.

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31. The computing device of claim 25 wherein the DRM system receives the license from the license server directly.

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32. The computing device of claim 31 wherein the DRM system stores the received license in a license store of the DRM system.

33. The computing device of claim 25 wherein the rendering application shuts down the hosted browser upon a user actuation.

34. The computing device of claim 25 wherein the rendering 5 application shuts down the hosted browser upon receiving notification that the license has been received.

35. The computing device of claim 34 wherein the rendering application shuts down the hosted browser upon receiving notification from the 10 DRM system that the license has been received.

36. The computing device of claim 25 wherein the rendering application proceeds to render the content based on the received license.

15 37. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 25.

38. A computing device having operating thereon a rendering application for rendering digital content and a digital rights management (DRM) 20 system for authorizing such rendering based on a corresponding digital license, the rendering application and the DRM system for effectuating acquisition of such license upon the rendering application requesting the DRM system for authorization for such rendering based on such license and upon the DRM system determining that such license is not available on the computing device, the DRM 25 system attempting to silently acquire the license from a license server without the intervention of a user, and, if the attempt to silently acquire the license fails, the rendering application hosting a browser and allowing a user to attempt to acquire the license from a license server by way of the hosted browser.

30 39. The computing device of claim 38 wherein the rendering application allows a user to attempt to acquire the license from a license server by

hosting a browser, causing the browser to navigate to a license server, allowing a user to communicate with the license server by way of the hosted browser to acquire the license, and shutting down the hosted browser upon receiving the license from the license server.

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40. The computing device of claim 38 wherein the DRM system determines during the attempted silently license acquisition that the DRM system does not have available thereto all information required by the license server; and the rendering application thereafter allows the user to attempt to acquire the

10 license from a license server by way of a browser hosted by the rendering application.

41. The computing device of claim 38 wherein the DRM system determines during the attempted silently license acquisition that the license server 15 does not permit silent license acquisition, and the rendering application thereafter allows the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

42. The computing device of claim 38 wherein the DRM system 20 determines during the attempted silently license acquisition that the user does not permit silent license acquisition, and the rendering application thereafter allows the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

25 43. The computing device of claim 38 wherein the DRM system attempts to silently acquire the license from a license server by way of a first site identifier therefor, and if the attempt to silently acquire the license fails, the rendering application allows a user to attempt to acquire the license from a license server by way of a second identifier therefor different from the first identifier.

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44. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 38.

45. A computing device having operating thereon a rendering application for rendering digital content and a digital rights management (DRM) system for authorizing such rendering based on a corresponding digital license, the rendering application and the DRM system for effectuating acquisition of such license upon the rendering application requesting the DRM system for authorization for such rendering based on such license and upon the DRM system determining that such license is not available on the computing device, the DRM system attempting to silently acquire the license from a license server without the intervention of a user, the rendering application receiving from the DRM system status information relating to the attempted license acquisition by the DRM system and displaying the received status information in a status display portion of the rendering application.

46. The computing device of claim 45 wherein if the attempt to silently acquire the license fails, the rendering application allows a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

47. The computing device of claim 45 wherein the rendering application displays the received status information in the status display portion of the rendering application in at least one of a written and a pictorial form.

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48. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 45.

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49. A method for a rendering application on a computing device to effectuate acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon the rendering application

requesting a digital rights management (DRM) system on the computing device for authorization for such rendering based on such license and upon the DRM system notifying the rendering application that such license is not available on the computing device, the method comprising:

55. The method of claim 49 comprising shutting down the hosted browser upon a user actuation.

5 56. The method of claim 49 comprising shutting down the hosted browser upon receiving notification that the license has been received.

10 57. The method of claim 56 comprising shutting down the hosted browser upon receiving notification from the DRM system that the license has been received.

58. The method of claim 49 further comprising proceeding to render the content based on the received license.

15 59. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 49.

60. A method for a rendering application on a computing device to effectuate acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon the rendering application requesting a digital rights management (DRM) system on the computing device for authorization for such rendering based on such license, the method comprising:

20 allowing the DRM system to attempt to silently acquire the license from a license server without the intervention of a user; and

25 if the attempt to silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

61. The method of claim 60 wherein allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application comprises:

hosting a browser;  
causing the browser to navigate to a license server;  
allowing a user to communicate with the license server by  
way of the hosted browser to acquire the license; and  
shutting down the hosted browser upon reception of the  
license from the license server.

62. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 60.

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63. A method for a rendering application on a computing device to effectuate acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon the rendering application requesting a digital rights management (DRM) system on the computing device for 15 authorization for such rendering based on such license, the method comprising:

allowing the DRM system to attempt to silently acquire the license from a license server without the intervention of a user;

receiving from the DRM system status information relating to the attempted license acquisition by the DRM system; and

20 displaying the received status information in a status display portion of the rendering application.

64. The method of claim 63 further comprising, if the attempt to  
silently acquire the license fails, allowing a user to attempt to acquire the license  
25 from a license server by way of a browser hosted by the rendering application.

65. The method of claim 63 comprising displaying the received status information in the status display portion of the rendering application in at least one of a written and a pictorial form.

66. A computer-readable medium having computer-executable instructions thereon for performing the method of claim 63.

67. A computer-readable medium having computer-executable instructions thereon for performing a method of acquiring a digital license that authorizes rendering of corresponding digital content, the license to be acquired upon a rendering application on a computing device requesting a digital rights management (DRM) system on the computing device for authorization for such rendering based on such license, the instructions being organized into modules comprising:

a first module for attempting, by the DRM system, to silently acquire the license from a license server without the intervention of a user; and

a second module for, if the attempt to silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

68. The medium of claim 67 wherein the second module allows a user to attempt to acquire the license from a license server by way of a browser hosted by including:

a first sub-module for hosting, by the rendering application, a browser;

a second sub-module for causing, by the rendering application, the browser to navigate to a license server;

a third sub-module for allowing a user to communicate with the license server by way of the hosted browser to acquire the license;

a fourth sub-module for receiving the license from the license server; and

a fifth sub-module for shutting down, by the hosting rendering application, the hosted browser upon receiving the license.

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69. The medium of claim 67 comprising:

a third module for determining, by the DRM system, during the attempted silently license acquisition, that the DRM system does not have available thereto all information required by the license server; and

5 a fourth module for allowing the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

70. The medium of claim 67 comprising:

a third module for determining, by the DRM system, during 10 the attempted silently license acquisition, that the license server does not permit silent license acquisition; and  
a fourth module for allowing the user to attempt to acquire the license from a license server by way of a browser hosted by the rendering application.

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71. The medium of claim 67 comprising:

a third module for determining that the user does not permit silent license acquisition; and  
a fourth module for allowing the user to attempt to acquire the 20 license from a license server by way of a browser hosted by the rendering application.

72. The medium of claim 67 comprising:

a first module for attempting, by the DRM system, to silently 25 acquire the license from a license server by way of a first site identifier therefor; and  
a second module for, if the attempt to silently acquire the license fails, allowing a user to attempt to acquire the license from a license server by way of a second identifier therefor different from the first identifier.

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